

## **Visual Aids** (cont.)

There are some basic rules governing the use of visual aids:

- 1) They must be large and clear enough for the entire class to see them.
- 2) They must never be passed around to the members of the audience.
- 3) They must be simple and comprehensible.
- 4) The visual aid must directly correspond to the material discussed at the time.
- 5) They must be done as professionally as possible. Neatness counts!
- 6) They must keep with the tone of the speech. Meaning that if your bundle is dark or serious, it might be inappropriate to have a visual aid with Donald Duck in a Sherlock Holmes hat.
- 7) Their integration into the speech is practiced. You must know *exactly* when you will show the visual aid to the audience and *exactly* when you will take it down. Therefore, they must be arranged in order before you speak.

## **Delivery**

There are four basic elements of delivery, each of which is important to the overall presentation. These are all speech conventions that commonly designate an accomplished speaker.

### *Eye Contact*

As a speaker, you must spend the vast majority of your time looking directly at the audience, not into your notes, not over their heads, not at your own visual aids. By scanning around the audience evenly and consistently, the speaker is better able to connect with his audience, helping them follow the speaker's ideas. Watch a great public speaker and see where she is looking?

### *Gestures*

Your arms and hands can often be effective means of communication. Their position while you speak tells the audience something about you. If you fidget with your fingers, the audience assumes you are nervous or edgy. If you fail to move your arms at all, the audience assumes you are bored or heavily sedated. Therefore, you must carefully plan when and where you use appropriate gesticulation with your hands and arms. Watch a great public speaker, what is he doing with his hands as he is speaking?

### *Vocal Control*

There are three main types of vocal control that make or break a good speaker:

- 1) Volume: Make sure your volume is appropriate for the room, not too loud and not too soft. Everyone can hear you without the front row having to cover their ears.
- 2) Pacing: Be careful not to speak too fast or too slow. Speakers who speak too fast often slur and stumble over their words and many times lose their audience when the audience is unable to keep up. Speakers who speak too slow often run overtime and lose their audience because the audience has time to be thinking of other things in between the speaker's words.
- 3) Variety: A good speaker is a speaker who can engage the listener with vocal variety, a quality of speech in which the intonation, pacing, volume, and intensity changes effectively throughout the speech. There is nothing harder to listen to than a speaker who has a droning, monotone delivery.

### *Posture*

When working on your speaking posture, keep two things in mind: First, is my back straight, knees very slightly bent, and feet spread apart shoulder-width? And second, am I walking around or pacing during my speech? A good speaker stands in one place looking strong and purposeful.

## **Practice**

Consistent practice is the single most important factor in developing an effective speech. Practice often. You will find that once you present a successful well-practiced speech, the audience feedback will be such that you will never go unpracticed again.